



For Immediate Release

**LIVE NATION ENTERTAINMENT OPENS NEW OFFICE IN
DALLAS, TEXAS UNDER LEADERSHIP OF INDUSTRY VETERAN
DANNY EATON**

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Los Angeles, CA – February 2, 2010 – Live Nation Entertainment has announced the opening of their Dallas office to present shows at top venues in the nation’s fifth-largest market. With the appointment of veteran promoter Danny Eaton as Senior Vice President, the office will be responsible for the company’s concert promotion at Live Nation-owned venues SuperPages.com Center and House of Blues, as well as key venue partners such as Cowboys Stadium and American Airlines Center, among others. Eaton will oversee Live Nation’s local staff and day-to-day operations, and will report to Regional President Bob Roux.

As a veteran independent promoter in the Dallas area since late 1960s, Danny Eaton brings a wealth of experience to his new position at Live Nation Entertainment, having produced more than 3,000 concerts from 1978-2002. Previously working with Danny Eaton Presents, Eaton-Page Productions and 462 Concerts, Eaton was responsible for bringing high-profile artists to the Dallas-Ft. Worth area including the Police, the Eagles, Paul McCartney, Guns N’ Roses, INXS, ZZ Top and more. Most recently, Eaton held the position of Senior Vice President of AEG Live, during which he spearheaded efforts to make the Nokia Theatre at Grand Prairie a leading venue in the area.

“I’m looking forward to using all the new resources available to me through Live Nation Entertainment to deliver amazing shows with great artists at the very best venues in the area,” said Danny Eaton. “I’ve been dedicated to the Dallas-Ft. Worth market and its fan base for decades, and can’t wait to present bigger and better shows for the fans and venue partners in Dallas.”

“Dallas, Texas is one of the country’s top concert markets,” said Bob Roux. “We promote hundreds of concerts annually in our owned venues, and with our key venue partners. To insure we continue to grow and provide artists and fans with a first-class experience, we need a local office staffed with the best concert professionals in the area. Danny Eaton has been the number one promoter in Dallas for decades, and we are thrilled to have him lead our new office.”

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About Live Nation Entertainment

Live Nation Entertainment is the world’s premier live entertainment company, consisting of Live Nation, Ticketmaster and Front Line Management Group. As the world’s first artist-to-fan vertically integrated live entertainment platform, the company is improving the fan experience and driving major innovations in ticketing technology, marketing and service. Live Nation is the largest producer of live concerts in the world, annually producing more than 22,000 concerts on behalf of 1,500 artists in 57 countries. In 2008, over 50 million fans attended Live Nation concerts and drove more than 70 million unique visitors to LiveNation.com and other online properties. Ticketmaster

Entertainment serves more than 10,000 clients worldwide in multiple event categories and sold more than 141 million tickets valued at over \$8.9 billion on behalf of its clients in 2008. Live Nation Entertainment is headquartered in Los Angeles, California and is listed on the New York Stock Exchange, trading under the symbol LYV. For additional information about the company, please visit www.livenation.com/investors.

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